



## **United Way of the Battle Creek and Kalamazoo Region Job Posting**

The United Way of the Battle Creek and Kalamazoo Region has the following position available:

### **ASSOCIATE DIRECTOR – CORPORATE RELATIONS**

***Are you passionate about making a difference in the lives of those who reside in our communities? This position makes that happen by developing and managing relationships that will drive resources to support achievement of the Strategic Impact Goals.***

The United Way of the Battle Creek and Kalamazoo Region (UWBCKR) partners across all sectors year-round to achieve measurable progress towards specific goals in Education, Income, Health and Basic Needs -- the building blocks for a good quality life. Our organization stands in the top five percent of United Way organizations nation-wide in overall resource development results. This past year, Investor Relations raised over \$12M locally to fuel the ongoing movement to *change the story* in communities throughout our region...one life at a time.

UWBCKR is looking for an impassioned, motivated team player whose focus will be on developing and managing key relationships and providing professional direction to assigned accounts leading to enhanced corporate engagement and increased financial support. The Associate Director is expected to develop and manage specific strategies and initiatives as needed to cultivate and grow relationships with existing and prospective key stakeholders, corporate partners, and donors. The successful Associate Director – Corporate Relations will help transform our community by consistently delivering the following:

- Develops and implements a year-round strategic campaign and relationship program that aligns with the overall Investor Relations objectives and strategic impact goals. Responsible for cultivating and enhancing workplace giving, volunteer engagement and building and sustaining relationships with existing and non-giving companies, organizations, and employees.
- Cultivates, advises, and supports volunteer Division Chairs and other volunteers to motivate participation and financial support resulting in measurable growth in financial support.
- Reviews and analyzes specific revenue and volunteer results in assigned accounts. Develops, articulates, sells and implements strategies leading to growth.
- Coordinates with the Director of Investor Relations to identify, recruit, orientate, train, and council volunteers during the campaign and throughout the year.
- Advises of any new campaign strategies or best practices that would support increasing the fundraising base and build affinity.

- Becomes fluent in ANDAR and maintains and updates CRM, company information and communication in assigned accounts.
- Prepares campaign progress reports for staff, Campaign Cabinet and other volunteers.
- Utilizes all available resources, including but not limited to newspapers, the internet, and social media; prospecting software and other resources to identify opportunities to broaden the revenue and donor base.
- Supports the efforts of Marketing and Communication in recruiting companies and organizations to participate in the engagement activities such as Day of Caring and United for Change as well as other volunteer programs.
- Works with Marketing and Communication and Community Investment to develop and implement inspiring and motivational engagement activities.
- Actively works to become a compelling storyteller and speaker.
- Collaboratively participates in developing useful, innovative, and inspiring trainings and orientations for key stakeholders including employee campaign managers, cabinet members, agency speakers, and campaign liaisons.
- Assists in the development and implementation of processes that support an integrated customer relationship management centric approach to investor relations.
- Utilizes a consultative sales approach to account management.
- Ensures that all United Way information is held confidential. There is no disclosure of any internal UWBCR strategic information or volunteer, vendor or donor information.
- Performs other related duties as assigned.

**Qualifications:**

- Bachelor's degree in business administration, marketing, or a related field or an equivalent level of experience is required.
- A minimum of five years of related experience in sales, nonprofit development, marketing or customer service required.
- The ability to become proficient in Andar (software) for relationship management and fundraising data management.
- Positive, professional personality that appropriately represents the United Way.
- The ability to connect with a variety of community members in a meaningful way and to leverage those relationships to further the mission of the organization.
- Expected to be a self-starter, strong public speaker, exceptional team player, and work well in a complex environment
- The ability to maintain the confidentiality of highly sensitive information.

This full-time exempt position reports to the Director of Investor Relations.

Candidates should apply with cover letter and resume to Rhonda Stull by July 22, 2016, to:

[rstull@uwbckr.org](mailto:rstull@uwbckr.org)

**United Way of the Battle Creek and Kalamazoo Region is an Equal Opportunity Employer.**